



OUTCOMES & GOALS SNAPSHOT

Outcomes & Goals – FY 2009-2010
Revised at Goal Setting Retreat February 13, 2009
Adopted by City Council March 3, 2009

	Complete or Nearing Completion
	On Track, Substantial Progress Achieved
	On Track, Moderate Progress Achieved
	Off Track, Pending, or Deferred
★	FY 08-09 Tactical Goal

OUTCOME	GOAL TITLE	STATUS
1	Create a culture of excellent customer service within the City organization	
	Goal 1: Develop and implement a comprehensive customer service plan within the City organization	
2	Improve neighborhoods and safety for all areas of the City	
	Goal 1: Implement the Jersey City neighborhood plan	
	Goal 2: Identify and initiate an “impact project” as part of the North Main Street Small Area Plan	
	Goal 3: Pursue implementation of the commercial property maintenance code	
	Goal 4: Pursue implementation of the better housing code	
3	Safeguard our youth and proactively address gang activity in Salisbury through gang awareness education, information sharing, enforcement, and implementation of the Salisbury-Rowan United Action Plan.	
	Goal 1: Build and implement an employee mentoring policy in support of the action agenda.	
	Goal 2: Study and expand summer youth employment programs through Parks & Recreation and in possible partnerships	
	Goal 3: Implement summer youth programs and travel options to Salisbury Community Park	★
4	Enhance and support a creative enterprise economy with the best educated workforce, the most competitive infrastructure, an environment for creativity and innovation, a positive business climate, and supportive government in Salisbury and Rowan County	
	Goal 1: Implement the Fiber To The Home business plan	★
	Goal 2: Strengthen our unified community image through implementation of the wayfinding and signage plan	
	Goal 3: Create an Airport Development Zone	
	Goal 4: Initiate actions to implement a \$.03 occupancy tax for the City of Salisbury	★
	Goal 5: Explore the possibility of partnering with Cheerwine, DSI, & TDA on a Salisbury Cheerwine Festival	

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5	Provide quality Parks and Recreation services	
	Goal 1: Complete the Comprehensive Master Plan	
	Goal 2: Collaborate with the community in a needs assessment and Master Plan for Lincoln Park	
6	Attract, retain and develop high quality City employees	
	Goal 1: Implement strategies to recruit employees from diverse populations and develop strategies to attract and retain quality employees	
	Goal 2: Implement employee training and development plan	
7	Partner with Rowan-Salisbury Schools	
	Goal 1: Meet with School officials to determine needs with which the City can assist	
	Goal 2: Enhance the teaching of the arts within our school system	
8	Improve overall strategic management of City and departments	
	Goal 1: Incorporate the “Good to Great” concepts into the City’s culture	
	Goal 2: Develop future growth strategies for the community	★
9	Improve and enhance Downtown Salisbury	
	Goal 1: Implement the downtown parking lot improvement plan	
	Goal 2: Develop a downtown streetscape improvement plan	
10	Streamline development review process and ordinances	
	Goal 1: Develop, present and adopt State-mandated plan for Fats, Oils, and Grease (FOG) ordinance and program	
	Goal 2: Seek local permitting authority for utility extensions	★
	Goal 3: Continue updating construction standards	
	Goal 4: Develop a communication plan for sharing development processes and ordinances with stakeholders	

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11	Provide quality water and wastewater services to Rowan County that protect the environment, promote public health, improve the quality of life, support planned growth, and maintain public trust	
	Goal 1: Partner with Rowan County to implement the Town Creek/I-85 growth corridor interceptor project	
	Goal 2: Safeguard Salisbury's interests on the Yadkin River by participating in relicensing of Alcoa's Yadkin Project	
	Goal 3: Explore water sales agreements with Kannapolis and Concord	
12	Initiate efforts to assist in the economic recovery of the community	
	Goal 1: Hold a Rowan Recovery Summit in partnership with Rowan County	★
13	Determine ways the City can assist in reducing childhood poverty	
	Goal 1: Explore the feasibility of a neighborhood-based Salisbury Reading & Math Academy	★

